

***Attn: International Marketing/Sales Managers
join the
U.S. Department of Commerce***



***at
A PRODUCT LITERATURE
SAMPLE CENTER AT
ISPO 2003 IN
MUNICH, GERMANY
JUNE 29-JULY 1, 2003***



The U.S. Department of Commerce would like to help bring your sporting goods product to Europe

This is a great opportunity for small and medium sized companies to reach out into the export market without investing considerable amounts of money and time. A large booth is reserved for us at this show, and U.S. companies are invited to share the space to display their brochures and product samples.

The fee of \$650.00 includes the following:

- * Shelf and floor space in our booth.
- * For less than the price of an ad, your product is advertised and seen by many trade visitors who attend the show.
- * Our booth is staffed by professional trade show employees. They include a Commercial Service specialist from Germany, an interpreter, and an export promotion employee from the U.S. Department of Commerce.
- * Let us introduce your product to representatives/distributors at the show. We bring back qualified leads for your specific company and product. We mail these out to you within a week of our return. You then follow up on these leads. We do not get involved in your business transactions after this point.
- * We will research the market in sporting goods and recreation equipment and send you the survey.

In order to fully represent our US companies, we will limit how many companies can participate.

View pictures of past shows at: www.export.gov/ocg

ALL PRODUCTS MUST HAVE U.S. CONTENT REPRESENTING 51% OF VALUE OF FINISHED GOODS/SERVICES

For more information, contact Ms. Amanda Ayvaz, Office of Consumer Goods,
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